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# INDIANOLA CHAMBER MEMBERSHIP GUIDE

2017

*This document contains information about the programs, services and sponsorship opportunities available through the Indianola Chamber of Commerce. EDUCATE, CHALLENGE, AND PROMOTE YOUR BUSINESS*

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# ANNUAL MEMBERSHIP/RESOURCE DRIVE

## ANNUAL MEMBERSHIP/RESOURCE DRIVE

Welcome to the Indianola Chamber of Commerce's Annual Membership/Resource Drive – a communication tool that educates members about maximizing their Chamber benefits.

This information provides members or new prospects with everything needed to understand the value of being a member of the Indianola Chamber of Commerce. It is an opportunity for all members to get involved with the Chamber at the level and budget they can afford. In addition to your membership dues, the Chamber provides you with investment and networking opportunities that promotes your business and demonstrates your support for the community.

The membership drive is approximately 6 weeks in length and is a time for our members to renew their membership, learn about all of the networking and sponsorship opportunities available, and select the level of investment that meets their business and marketing goals. Since all members get the same information at the same time, every business can maximize the opportunities available only to Chamber members.

Members are required to renew and pay their membership dues by March 1 each year. However, members can arrange to pay sponsorship, networking or marketing opportunities throughout the year. For example, members can be invoiced 60 days prior to the date of the event being sponsored.

Some of the sponsorship opportunities are limited, so be sure to make your decisions soon. To renew your membership or purchase any of the sponsorship opportunities available, you must go online at [www.indianolachamber.com](http://www.indianolachamber.com). No sale is final until you have submitted your registration online.

### Mission

The mission of the Indianola Chamber of Commerce is to provide economic value to our members, foster a vibrant economic environment and enhance the overall quality of life through our collaboration and communication with our members, government, and community organizations.

# MEMBERSHIP BENEFITS

## MEMBERSHIP BENEFITS

The Indianola Chamber of Commerce exists to promote economic growth and strengthen our business climate, as well enhance the quality of life in Indianola. This business organization offers you, your business and employees countless opportunities to meet new people, share ideas, and enhance life in the Indianola community. Membership in the Indianola Chamber of Commerce supports an organization which watches out for the welfare and development of the community. During 2015, over 288 businesses and companies around and in Indianola are members of the Indianola Chamber of Commerce.

### GENERAL MEMBERSHIP BENEFITS

Membership currently includes coordinated networking opportunities, business contacts, professional development opportunities, coordinated communication, coordinated marketing and sponsorship opportunities, and website administrative capabilities to increase public awareness of your business worldwide.

Specifically, your membership includes:

- Listing in Chamber business directory—the Chamber website gets hundreds of views each month
- Highlighted listing in Community Guide business directory— around 9,000 Community Guides are distributed annually
- Opportunity to participate in the Chamber group purchase program, leveraging your advertising dollars with other chamber businesses to promote your business in local and surrounding advertising outlets and newspapers
- Opportunity to promote your business through powerful online advertising tools – classified ads and daily discount (coupons or discounts) opportunities only available to Chamber members to encourage the community and surrounding areas to “Think Indianola First”
- Coordinated communication —weekly e-newsletters and alerts
- Opportunity to utilize the power of a network through the Member2Member discount program — what better way to find and keep a customer than to utilize a network of businesses that support the welfare of fellow businesses in the community; offer a discount that only fellow Chamber members can take advantage of
- Opportunity to find new customers through the Simpson College student discount program — offer discounts to 1,300+ students who call Indianola home for at least 9 months of the year
- Opportunity to communicate your organizations news and events for free through the “What’s Up Wednesday” e-newsletter
- Opportunity to participate in Chamber committees and receive All-star recognition for participation—be recognized for your time and talent when you serve on a Chamber committee
- Opportunity to attend networking opportunities —host or attend a Morning Mingle, Ribbon Cutting, breakfast, open house or other event to network with your fellow Chamber members
- Opportunity to sponsor Chamber and community events throughout the year
- Opportunity to maximize and increase your website traffic —by linking your business website to the Chamber’s website
- Opportunity to distribute information about your business such as business cards or other collateral from the Chamber office to all visitors

# MEMBERSHIP BENEFITS

- Opportunity to receive priority referrals from callers looking for your service/product
- Opportunity to participate in all of the Chamber events, including: Golf Outing, concert series, Annual Dinner and other fundraisers
- Opportunity to purchase discounted movie tickets to the Indianola Fridley Theatre – purchase your discounted tickets at the Chamber during normal operating hours and receive \$2 of each ticket
- Membership with the Greater Des Moines Partnership – Indianola Chamber members can access all of the benefits of the Greater Des Moines Partnership at no additional cost

## NEW MEMBERSHIP BENEFITS

New members receive all of the basic membership benefits, PLUS:

- Ribbon cutting to announce your new business to the community, includes picture in the Indianola Record Herald
- Member ad in Chamber section of Record Herald, published quarterly
- Listing in Chamber business directory
- Mention on the Greater Des Moines Partnership website ([www.desmoinesmetro.com](http://www.desmoinesmetro.com)), which includes 50 word description
- Highlighted business information in the Community Guide distributed to all households in the community, as well as other guests of our community

## PREMIUM MEMBERSHIP BENEFITS

Premium membership includes all of the basic membership benefits PLUS all of the following for an additional \$180/per year.

The Indianola Chamber recognizes that you are busy and many not have the time or expertise to utilize the technology available through your Chamber membership. That's why we have added another option for you. Consider upgrading to a Premium Membership, and let your Chamber Assistant do all the work for you! Considering the going rate for a graphic/web designer is \$75-\$120/hour, the additional charge is a bargain!

As a Premium member you will be assigned your own Chamber Assistant ("CA") — a smart, highly trained, US-based point person who works remotely as your right hand and left brain to set up your local online presence. You delegate a display task and your CA is on it.

What does your Chamber Assistant (CA) do? Whether it's coordinating a time around your busy schedule to help you manage your online displays or helping keep your local online program looking terrific—a CA will remove time-sinking, online administrative tasks off of your plate so that you can focus on what's important.

Need to do some preliminary research in order to present your best products and services to prospects? Looking to create a one-time-use local golden ticket to drive new customers into your business? Your CA

# MEMBERSHIP BENEFITS

can review your business offerings, find the best options, and schedule a pre-view to see what you think and then let you get back to your work!

The objective of the Chamber Assistant is to leverage your local Chamber network to promote your business and setup the appropriate product and service displays to impress your customers!

Premium benefits include:

- Onboarding – get help from professionals who do the work for you
- 3-D Storyboard - Creation of a 3-D Storyboard that can be updated any-time, anywhere by your mobile device (get up to 6 ad displays that promotes your business to current and new customers); Update your community web presence, catalog, mobile app, Facebook business page and twitter all at the same time
- Mobile App - Creation of a mobile app for your business (electronic business card too)
- Texting Keyword Service - Creation of a custom keyword texting service – simply advertise TEXT (your name) to 72727 to view storyboard, which delivers your mobile app to your customer’s phone and also texts the customers phone number to you
- Facebook & Twitter- Your storyboard is posted within a catalog tab on your existing Facebook business page and twitter account
- Catalog System - is simply a beautiful, professional presentation about your business. It can be a catalog where you sell goods/services and collect payment if you choose.
- Interconnectivity- Get connected into the Indianola Chamber network online presence to help deliver even more customers to your business

## INVESTMENT OPPORTUNITIES

### INVESTOR CIRCLE

The Indianola Chamber Investor Circle offers businesses and leaders in our community the opportunity to invest in the work of the Chamber. It is an opportunity for businesses to communicate, collaborate, and influence economic growth that benefits the entire community.

The Indianola Chamber is only as strong as its members. We are committed to leading efforts that focus on initiatives that promote economic growth. The Investor Circle allows members committed to helping the Chamber lead these efforts to invest and support the work at a level beyond membership. Invest in the Indianola Chamber of Commerce, and let us do the work!

The following investment levels will allow members to demonstrate their commitment while staying within their budget. Each investor level carries additional benefits afforded only to investors.

# INVESTMENT OPPORTUNITIES

## INVESTMENT OPPORTUNITIES

### ELITE PARTNER

\$8,500 (VALUED AT \$13,810)

Membership Dues up to \$1,365 value

Presenting Sponsor of Golf Outing, Annual Dinner, Holiday Extravaganza, Summer Concert Series

Email Signature - included in staff emails

Newsletter - business logo included in newsletters sent out 51 times per year; includes hyperlink to business website

Front Cover of Chamber Folder

Opportunity to participate in the Think Indianola First Ad Campaign

Website - your logo will be listed on the homepage of Chamber website for 12 months - includes hyperlinks to business website

Trade Signage - top billing name and large logo on top of banner displayed at all chamber events and Chamber south window

Full Year of Large Banner Ads on Website

Recognition in Member Directory as Elite Partner (Includes a write up)

Eight (8) Tickets to Annual Dinner

Quarterly Sponsorship of Business Development Series - host one event at your location or let us arrange another space

Member Spotlight - your business will be featured in a newsletter (not available for resale)

Sharing/Distributing of Member's Social Media Posts

One (1) Foursome at Golf Outing

Upgrade to Premium Membership/Tools

Twelve (12) Tickets to Summer Concert Series

Two Email Blasts



# INVESTMENT OPPORTUNITIES

## PRESIDENT'S CLUB

\$5,000 (VALUED AT \$9,900)

Membership Dues valued up to \$1,365

Presenting Sponsor of **two** Chamber events/fundraisers: Golf Open, Annual Dinner, Holiday Extravaganza, Summer Concert Series

Email Signature - logo included in staff emails

Newsletter - business logo included in newsletters sent out 51 times per year; includes hyperlink to business website

Opportunity to participate in the Think Indianola First Ad Campaign

Full Year of Large Banner Ads on Website

Website - your logo will be listed on the homepage of Chamber website for 12 months - includes hyperlinks to business website

One (1) Foursome at Golf Outing

Recognition in Member Directory as President's Club level supporter

Eight (8) Annual Dinner Tickets

Quarterly Sponsorship of Business Development Series - host one event at your location or let us arrange another space

Member Spotlight - your business will be featured in a newsletter (not available for resale)

Trade Signage - name and logo on middle of banner displayed at all chamber events and Chamber South Window

Sharing/Distributing of Member's Social Media Posts

Upgrade to Premium Membership/Tools

Two Email Blasts

Ten (10) Tickets to Summer Concert Series

# INVESTMENT OPPORTUNITIES

## PLATINUM INVESTORS

\$2,500 (VALUED AT \$4,785)

Presenting Sponsor for one (1) event

Opportunity to participate in the Think Indianola First Ad Campaign

Website - your logo will be listed on the homepage of Chamber website for 12 months - includes hyperlinks to business website

Named Sponsor of one night at the Summer Concert Series

Named Sponsor of Holiday Extravaganza or other event choice

Recognition in Member Directory as Platinum Level Supporter

Upgrade Premium Membership/Tools

Trade Signage - name and logo on middle of banner displayed at all chamber events and Chamber South Window

Sharing/Distributing of Member's Social Media Posts

Premium Hole Sponsor at Golf Outing

Two Registration Fees at Golf Outing

Four (4) Tickets to Annual Dinner

Two (2) Quarters of Large Banner Ad on Website

Eight (8) Tickets to Summer Concert Series

## GOLD INVESTORS

\$1,250 (VALUED AT \$2,310)

Opportunity to participate in the Think Indianola First Ad Campaign

Named Sponsor of Holiday Extravaganza or other event choice

Trade Signage - name on lower part of banner displayed at all chamber events and Chamber South Window

Sharing/Distributing of Member's Social Media Posts

Two (2) Quarters of Large Banner Ad on Website

Recognition in Member Directory as Gold Level Supporter

Upgrade to Premium Membership/Tools

Hole Sponsor at Golf Outing

Two (2) Tickets to Annual Dinner

Six (6) Tickets to Summer Concert Series

# INVESTMENT OPPORTUNITIES

## SILVER INVESTORS

\$750 (VALUED AT \$1,355)

Trade Signage - name on lower part of banner displayed at all chamber events and Chamber South Window

Opportunity to participate in the "Think Indianola First" ad campaign

Two (2) Quarters of Medium Banner Ad on Website

Sharing/Distributing of Member's Social Media Posts

Upgrade Membership to Premium Tools

Hole Sponsor at Golf Outing

Recognition in Member Directory as Silver Level Supporter

One (1) Ticket to Annual Dinner

Four (4) Tickets to Summer Concert Series

## BRONZE INVESTORS

\$250 (VALUED AT \$770)

Sharing/Distributing of Member's Social Media Posts

Upgrade to Premium Membership/Tools

Two (2) Quarters of Medium Banner Ad on Website

Recognition in Member Directory as Bronze Level Supporter

One (1) Ticket to Annual Dinner

Coordinating Sponsor of one (1) event

Two (2) Tickets to Summer Concert Series

# GENERAL MEMBERSHIP

## GENERAL MEMBERSHIP

### GENERAL MEMBERSHIP

Basic membership for businesses with a physical office and doing business in Indianola is based on employee count:

**General Membership (1 to 2 employees)- \$220 - unlimited**

**General Membership (3 to 5 employees) - \$270 - unlimited**

**General Membership (6 to 10 employees)- \$340 - unlimited**

**General Membership (11 to 15 employees)- \$420 - unlimited**

**General Membership (16 to 25 employees)- \$ 570- unlimited**

**General Membership (26 to 50 employees)- \$ 675- unlimited**

**General Membership (51 to 100 employees)- \$ 815- unlimited**

**General Membership (101 to 200 employees)- \$ 1090- unlimited**

**General Membership (more than 200 employees)- \$ 1400- unlimited**

### BARS/RESTAURANTS

Based on number of seats

Up to 75 seats: \$330

Over 75 seats: \$385

### BEAUTY AND BARBER SHOPS

Base plus number of chairs

\$135 plus \$10 per chair

### HOTELS & MOTELS

Based on number of rooms.

1 to 20 rooms: \$305

21 to 40 rooms: \$380

Over 40 rooms: \$450

# GENERAL MEMBERSHIP

## CIVIC ORGANIZATIONS, ASSOCIATIONS, POLITICAL CANDIDATES, AND ELECTED OFFICIALS

\$85 - This base membership is for civic organizations and associations, political candidates and elected officials, and service clubs.

## INDIVIDUAL PROFESSIONAL MEMBERSHIP

\$220 - This membership is for professionals interested in an individual listing in the Chamber directory. It would be beneficial for real estate agents, doctors, or other licensed professionals who want an individual listing in the directory to increase public awareness of their presence in the community.

## FINANCIAL INSTITUTIONS

\$26.25 per million of the greater of Assets or Deposits at said location  
Minimum of \$435 and a maximum of \$1400

## OTHER BUSINESS OUTSIDE OF WARREN COUNTY

\$110 - Any not classified business outside of Warren County - will be base rate of \$110 and the remainder negotiated.

## INDIVIDUAL MEMBERSHIP

\$60 - Stay connected by purchasing an individual membership. This is intended for individuals such as retired persons, or others not affiliated with a business, association or other type of organization that would like to stay connected. Individuals will receive all of the communications from the Chamber to stay in the know but may not hold an office at the Chamber.

## APARTMENT AND MOBILE HOME PARKS

Based on the number of units

4 to 50 Units: \$220

51 to 100 Units: \$280

Over 100 Units: \$390

## CHURCHES

\$110

## HOME BASED BUSINESS

\$135 - Business operated and managed from home and is not the primary revenue source for the family.

# GENERAL MEMBERSHIP

## FRIENDS OF THE CHAMBER

Friends of the Indianola Chamber provide financial support to the organization. A donation to the Chamber will provide the opportunity for recognition on the Chamber website. Donations may be tax deductible. Please consult a tax consultant on this matter. Friends can donate at the following levels:

Basic - \$50

Purple - \$125

Silver - \$250

Gold - \$500

Platinum - \$1,000 +

# ELECTRONIC MARKETING OPPORTUNITIES

## ELECTRONIC MARKETING OPPORTUNITIES

### ACTION ALERT ELECTRONIC MONTHLY EMAIL MARKETING

Investment \$25 Ea. – 52 Available 4/month

There are 52 Action Alert emails available - 4 per month @ \$25/ea. (A business may purchase only 2 email blasts per year.)

Available months: March 2017 through March 2018

We know many of our members have lots going in their businesses. Various events and seminars, holiday specials, good news to share and more are always happening in our community. Here is a great opportunity to drop an exclusive email regarding your business to our membership. Send your ad in finished jpeg format to the Chamber by the first of the prior month. A link from your ad to your website will be provided. The Chamber office will then send the document via email to our entire membership. \*No political advertisements. "Paid Advertisement" will be added to the top and in the subject line to each email.

# INDIANOLA CHAMBER MARKETING OPPORTUNITIES

## INDIANOLA CHAMBER MARKETING OPPORTUNITIES

### MEMBER SPOTLIGHT NORTH WINDOW RENTAL

Investment \$400 EA. – 13 Available - February 2017 – February 2018

Benefits: Take advantage of premium window space on the square and showcase your business! The store-front windows are approximately 3' x 7'. This is a perfect opportunity for businesses to increase public awareness of their goods/services without the expense of having to rent or buy office space on the square. There are 12 opportunities available; rent the window space for one month or more! You must supply the window display. Available on the first of the month through the thirtieth of the selected sponsor month.

### RELOCATION/WELCOME FOLDER

Be a part of the packet of information that goes to all potential Chamber members, individuals relocating to Indianola, or Des Moines Metro Opera participants. The new Chamber member packet includes benefits of Chamber membership, sample newsletters and marketing tools, and a membership application. The relocation packet includes a Community Guide and other relocation resources. The Des Moines Metro Opera welcome packet includes information about main attractions, businesses, restaurants and other local information.

### SPONSORSHIP OPPORTUNITIES

**FRONT/BACK FOLDER SPONSOR** \$1,000 – Available through Elite Partner Investor Package

**LEFT POCKET INSIDE FOLDER SPONSOR** - \$500 – 1 Available (co-sponsorship available)

Investment \$500 – 1 Available. Benefits: Includes name, logo, and contact information on left inside folder pocket.

**RIGHT POCKET INSIDE FOLDER SPONSOR** - \$500 – 1 Available (co-sponsorship available)

Investment \$500 – 1 Available. Benefits: Includes name, logo, and contact information on right inside folder pocket

### SMALL BUSINESS SATURDAY

Join the movement to “shop local” on Small Business Saturday (the Saturday following Thanksgiving each year.) Help the Chamber leverage resources from national companies like American Express who promote “shop local” in national and local advertising campaigns across the country. Bring the campaign to Indianola by promoting “Think Indianola First”, a campaign to get local residents and individuals from surrounding communities to “Think Indianola First” before shopping anywhere else.

### COORDINATING SPONSOR



# INDIANOLA CHAMBER MARKETING OPPORTUNITIES

Investment \$100 - Benefits include: name on "Think Indianola First" Small Business Saturday marketing/promotional packet with materials that promote shop local concept, and name in newsletter and Chamber website. Your investment supports advertising/promotional activities such as: print mailers, postage, targeted advertisements, etc.

## THINK INDIANOLA FIRST ADVERTISING CAMPAIGN – UNLIMITED –

Investment levels if purchased separately: \$250, \$500, \$750

Consider joining forces with the Chamber Network to promote your business through a variety of advertising opportunities. Nobody has an unlimited marketing budget and the opportunity to collaboratively promote and market the Indianola economy is a win, win for everyone. Leverage your marketing dollars with other members and get more for your dollar! Be part of the Think Indianola First Advisory Group and be part of the team that develops and deploys a marketing strategy to drive more commerce into our community. This campaign will focus on the benefits of a unified, intentional plan that utilizes print, radio, and perhaps television advertising for the good of our local businesses and community.

Investors will receive recognition on the Chamber website, newsletter, and on various advertisements throughout the year. Investors will be identified using, "This ad is powered by YOUR BUSINESS NAME". At the \$250 investment level, you will receive recognition two times, \$500 investment level 4 times; \$750 investment level 6 times.

## TOURISM BROCHURE ADVERTISEMENT OPPORTUNITIES

Consider advertising in the Indianola Chamber tourism brochure. This brochure will be handed out at local events throughout the year and provided to every visiting family at Simpson College, visitors and guests, and to individuals relocating to Indianola.

Front Cover Ad: \$600 – 1 available

Ad size 3.5917 x 1.75

Back Cover Ad: \$500 – 1 available

Ad size 3.5917 x 1.75

Inside Brochure Map Area: \$450 – 1 available

Ad size 3.2694 x 1.93

Inside Brochure Attractions Area: \$450 – 1 available

Ad size 3.5917 x 1.75

Inside Brochure Attractions Area: \$250 – 1 available

Ad size 1.68 x 2.21

Inside Brochure Restaurant Area: \$225 – 1 available

Ad size 1.68 x 2.1978

# ANNUAL DINNER SPONSORSHIP OPPORTUNITIES

## Annual Dinner Sponsorship Opportunities

### **2017 ANNUAL DINNER CELEBRATION**

The 2017 Annual Dinner Celebration is a social event you won't want to miss. This event celebrates the Chamber's past year and honors the Educator of the Year, Employee of the Year, Volunteer of the Year, and Business of the Year. The entire membership and their employees are invited to celebrate!

#### **PRESENTING SPONSOR – AVAILABLE THROUGH ELITE PARTNER**

*Benefits:* A VIP package! You are special to us, so we've tailored this package for the extra special business looking for great promotion. Package includes: 6 to 8 tickets, microphone time, top billing with largest logo (Presenting Sponsor BUSINESS NAME) on event signage, in event materials and in Chamber newsletter, and top billing on Chamber website.

#### **TABLE SPONSOR - \$500 EA. – 15 AVAILABLE**

*Benefits:* Includes 6 to 8 tickets, front room seating, sponsor signage on tables, write-up in Annual Dinner program, information on PowerPoint presentation, write-up on the Indianola Chamber website ([www.indianolachamber.com](http://www.indianolachamber.com)), and a write-up in the Chamber newsletter.

#### **WINE SPONSOR - \$500 – 2 AVAILABLE**

*Benefits:* Includes 2 tickets, sponsor signage on tables "Compliments of Your Name", write-up in Annual Dinner program, information on PowerPoint presentation, write-up on the Indianola Chamber website ([www.indianolachamber.com](http://www.indianolachamber.com)), and a write-up in the Chamber newsletter.

#### **ENTERTAINMENT SPONSOR - \$400 – 1 AVAILABLE**

*Benefits:* Includes sponsor signage near entertainment, front room seating, recognition in event program and on scrolling power point that evening; recognition in Chamber newsletter; representative recognition that evening; special center room seating for any guests attending to represent your business upon paid registration.

#### **AWARD SPONSOR - \$200 – 1 AVAILABLE FOR TRADEOUT**

*Benefits:* Includes recognition in event program and on scrolling power point that evening; recognition in Chamber newsletter; representative recognition that evening; special center room seating for any guests attending to represent your business upon paid registration.

#### **SPEAKER SPONSOR – \$250 – 1 AVAILABLE**

*Benefits:* Includes sponsor signage near podium, write-up in event program and on scrolling power point that evening; recognition in Chamber newsletter; representative recognition that evening, special center room seating for any guests attending to represent your business upon paid registration

# ANNUAL DINNER SPONSORSHIP OPPORTUNITIES

## **BAR SPONSOR - \$400 – 1 AVAILABLE**

*Benefits:* Includes sponsor signage near bar, write-up in event program and scrolling power point that evening; recognition in Chamber newsletter; representative recognition that evening, special center room seating for any guests attending to represent your business upon paid registration.

## **2017 DINNER TICKETS - \$50 EA. UNLIMITED AVAILABLE**

*Benefits:* Don't miss this opportunity to network with other business professionals, listen to a powerful message from a top-notch speaker, and learn about the new programs and services offered by the Chamber in 2017.

# 2017 FRIDAY NIGHT LIVE CONCERT SERIES

## 2017 Friday Night Live Concert Series

Bring something new to Indianola by sponsoring the Nightfall on the Lawn Concert Series. Promote your business by participating in the summer concert series that will occur Friday, June 3, 10, and 24 in Indianola. Be part of the planning committee to make the summer sizzle and community events not to miss!

**PRESENTING SPONSOR: \$2,000** (Available through Elite Partner Investor Circle)

*Benefits:* A VIP package! You are special to us, so we've tailored this package for the extra special business looking for great promotion. Package includes: 8 tickets, microphone time, top billing with largest logo (Presenting Sponsor BUSINESS NAME) on event signage, in event materials, newspaper ads, and write-up on the Indianola Chamber newsletter and website.

**Named Sponsor of the Concert Series - \$500 - 15 Available**

*Benefits:* Includes 8 tickets, sponsor signage at event, write-up in event promotional information, newspaper advertisements, write-up on the Indianola Chamber website ([www.indianolachamber.com](http://www.indianolachamber.com)), and a write-up in the Chamber newsletter.

**Food Vendor - \$75**

Be a food vendor one night during the concert series. A limited number of vendors will be accepted each night.

# 2017 HOLIDAY EXTRAVAGANZA

## 2017 HOLIDAY EXTRAVAGANZA

Help Kick-off the holidays by participating in the Holiday Extravaganza on December 1, 2017. Demonstrate your leadership and support to the community by sponsoring one of these holiday traditions!

### **SANTA HOUSE DECORATIONS - \$150 - 4 AVAILABLE FOR TRADE-OUT**

Benefits: Promote your business by donating decorations for the Santa House that is open to the public during the holidays. Your business will receive recognition for decorations on-site in the Santa House, in the event materials, Chamber website, advertisements, and other marketing materials.

### **SANTA - \$500 - 3 AVAILABLE**

Benefits: Promote your business at the Santa House, where children share their holiday wishes and get a photo with Santa! Sponsorship includes large signage at Santa house; logo in advertisement, program & flyers/posters/website; recognition during the event by the Master of Ceremonies; and opportunity to hand out business promotional information.

### **NORTHPOLE TRAIN - \$500 - 1 AVAILABLE (POSSIBLE TRADEOUT)**

Benefits: Promote your business and give the gift of joy by sponsoring the train rides for children. Sponsorship includes: large signage at train station; name and logo in advertisement, program & flyers/posters/website; and recognition during the event by the Master of Ceremonies. Have staff available to help children on and off the train and get even more community recognition.

### **HORSE DRAWN WAGON - \$650 EA. - 3 AVAILABLE**

Benefits: Promote your business and give the gift of joy by sponsoring the horse drawn wagon rides for the community. Sponsorship includes large signage on wagon; logo in advertisement, program & flyers/posters/website; and recognition during the event by the Master of Ceremonies. The horse drawn wagon rides will be available during the Holiday Extravaganza, and for the following two Thursday evenings (Dec. 7<sup>th</sup> & 14<sup>th</sup>) 5:30 p.m. to 7:30 p.m. Sponsor 1 or all 3 evenings! This is a tradition that will promote the downtown merchants and something the community will enjoy throughout the holiday season.

### **LIGHTED PARADE - \$500 - 1 AVAILABLE**

Benefits: Promote your business by leading-off the lighted parade with the number one entry and top billing. Sponsorship includes Master of Ceremonies Recognition, large signage on entry, top billing in lighted parade information, advertisements, program, flyers & posters.

# 2017 HOLIDAY EXTRAVAGANZA

## **MOVIE CHARACTERS - \$500 - 1 AVAILABLE**

Benefits: Promote your business and give the gift of joy by sponsoring this holiday favorite. Sponsorship includes large signage near Puddle Jumping Geese; large logo in advertisement, program, website & flyers/posters/website; and recognition during the event by the Master of Ceremonies

## **NORTH POLE PHOTOBOOTH - \$500 - 1 AVAILABLE**

Benefits: Promote your business and capture the moment by sponsoring the Photo Booth. Sponsorship includes large signage at the Photo Booth, name and logo on picture frame, logo in advertisement, program, website, flyers/posters, and recognition during the event by the Master of Ceremonies. Have staff mingle with participants while waiting for pictures and hand-out informational materials if desired.

## **MUSIC AND ENTERTAINMENT - \$500 - 1 AVAILABLE**

Benefits: Promote your business and give the gift of joy by sponsoring the music and entertainment played during the event. Sponsorship includes large signage near the entertainment stage; large logo in advertisement, program, website & flyers/posters; and recognition during the event by the Master of Ceremonies.

## **ELF WARMING STATION - \$250 - 1 AVAILABLE**

Benefits: Promote your business by sponsoring the Elf Warming Stations, an area where participants can warm themselves on a cold evening and you get credit. Sponsorship includes: signage at Elf Warming Stations, name in program, website, newsletter, and recognition during the event by the Master of Ceremonies.

## **TROPHY SPONSOR - \$250 - 1 AVAILABLE FOR TRADE-OUT**

Benefits: Promote your business by recognizing the hard work of the Lighted Parade participants. Sponsorship includes: judging of the Lighted Parade participants, signage on plaques; name in program & newsletter, and website. Available for trade-out

## **CHILDREN'S HOLIDAY MARKET DONATION - \$100 - UNLIMITED AVAILABLE FOR CASH DONATION OR MERCHANDISE TRADE-OUT**

Benefits: Help fill the Holiday Market with merchandise that children can select as gifts for their mom or dad. A holiday favorite that creates magic and memories for local families each year! As a holiday market sponsor, you will receive mention in the event program and on the Chamber website and newsletter. Sponsors can provide a cash donation or provide merchandise for the store. Cash donations will be used to purchase merchandise for the market from local retailers.

# 2017 HOLIDAY EXTRAVAGANZA

## **COORDINATING SPONSOR - \$50 EA. - UNLIMITED AVAILABLE - OPPORTUNITY FOR TRADE-OUT**

Benefits: This is a simple opportunity for your business to show your support and receive recognition at an event filled with fun. As a coordinating sponsor you will receive mention in event program and on Chamber website and newsletter. Available for trade-out.

# 2017 GOLF OPEN

## 2017 GOLF OPEN

Put on your best golf attire and join some of the best golfers in the Indianola community...or at a minimum some of Indianola's community leaders! We welcome golfers of all skill levels to participate in this popular event. The Indianola Chamber Golf Classic is an excellent opportunity to market your business/company as well as treat a client to a great day of golf. The day begins with a shotgun start at 9:00 AM and is a best ball format. Don't miss the Indianola Chamber of Commerce's biggest event of the year! Date to be determined.

### **PRESENTING SPONSOR - \$1,000 - 1 AVAILABLE THROUGH ELITE PARTNER or PRESIDENT'S CLUB INVESTMENT PACKAGES**

*Benefits:* A VIP package! You are special to us, so we've tailored this package for the extra special business looking for great promotion. Package includes: 4 person team registration, designated hole sponsorship, microphone time prior to shotgun start, opportunity to include item in cart (cannot be a koozie), top billing with largest logo (Presenting Sponsor BUSINESS NAME) on event signage, in event materials and in Chamber newsletter, and top billing on golf tournament information on the Chamber website.

### **GOLD SPONSOR - \$750 EA. - 5 AVAILABLE**

*Benefits:* Great promotional opportunity! Package includes: four golfer registration fees, hole sponsorship with opportunity to sit at hole, recognition with logo on event signage, in event materials and in Chamber newsletter, recognition on golf tournament information on Chamber website.

### **GREENS SPONSOR - \$600 - 1 AVAILABLE**

*Benefits:* We've got plenty of businesses on the tee boxes, so how does your business sound on EVERY green? Build brand recognition! Sponsorship includes: one golf registration, sign with printed business logo at all 18 greens, in event materials, and recognition on the golf tournament information on the Chamber website.

### **GOLF CART SPONSOR - \$350 - 1 AVAILABLE**

*Benefits:* How does your logo sound on rules sheet and name plates of every golf cart used by participating golfers? We think that sounds pretty good! Sponsorship includes: Logo recognition on each golf cart used by golfers, promotion in event materials, and on golf tournament information on the Chamber website.

### **BEVERAGE CART SPONSOR - \$350 EA. - 2 AVAILABLE**

*Benefits:* The Beverage Cart is one of the most sought after items on the course! Sponsorship includes: logo recognition on beverage cart for refreshment carts that work their way through the course, promotion in event materials, and on the golf tournament information on the Chamber website.



# 2017 GOLF OPEN

## **REFRESHERS ON THE 9'S SPONSOR - \$300 EA. - 2 AVAILABLE**

*Benefits:* Be that sight for sore eyes as golfers make their way around the course! Sometimes a nice cold drink is just what the doctor ordered. A little "swing oil" might be just what the golfers need to get things turned around! One keg of domestic beer provided, additional beverages may be purchased at the clubhouse. Sponsorship includes: signage at Keg location, opportunity to distribute promotional materials, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **19<sup>TH</sup> HOLE SPONSOR - \$300 - 1 AVAILABLE**

*Benefits:* Have your business be the social butterfly! Meet and greet all golfers with a cold beverage as they arrive back out at the clubhouse after a wonderful day on the course. One keg of domestic beer provided, additional beverages may be purchased at the clubhouse. Sponsorship includes: signage on beverage station table, opportunity to distribute promotional materials, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **MEAL SPONSOR - \$600 - 1 AVAILABLE FOR TRADE-OUT**

*Benefits:* This is available for a trade sponsorship! There is no better way to promote your restaurant or catering business than filling the stomachs of other local business professionals! Sponsorship includes: promotion to golfers during registration, promotion in event materials, recognition in Chamber newsletter, and recognition on the golf tournament information on the Chamber website. \*Meal will need to be packaged in individual bags/boxes that can be delivered to the golfers throughout the day by setting up of 3 lunch stations out on the course. Meal sponsor has the opportunity to help distribute at one or all of the lunch stations.

## **PIZZA SPONSOR - \$500 - 1 AVAILABLE FOR TRADE-OUT**

*Benefits:* This is available for a trade sponsorship! Treat the golfers to pizza after finishing their golf game! Sponsorship includes: promotion to golfers during registration, promotion in event materials, recognition in Chamber newsletter, and recognition on the Chamber website. \*Pizza will be served as golfers finish. Pizza sponsor will have the opportunity to serve pizza to the golfers.

## **BREAKFAST SPONSOR - \$300 - 1 AVAILABLE FOR TRADE-OUT**

*Benefits:* This is available for a trade sponsorship! Welcome the golfers to the event with a nice breakfast as they head out to their carts! Sponsorship includes: promotion to golfers during registration, promotion in event materials, recognition in Chamber newsletter, and recognition on the golf tournament information on the Chamber website. \*Breakfast will served in the clubhouse next to the registration table. Breakfast sponsor will have the opportunity to serve/handout breakfast to the golfers in the morning.

## **KOOZIE SPONSOR - \$300 - 1 AVAILABLE**

*Benefits:* Promote your business and give golfers a take-away from the day! Provide us koozies with your business on them...we will provide the snacks! Each koozie will be placed in golfer's carts prior to shotgun start. Be the business that keeps a beverage cold and provides a light snack when golfers just can't hold out until dinner. \*must provide minimum of 144 koozies\* Sponsorship includes: promotion to golfers during registration, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

# 2017 GOLF OPEN

## **HOLE SPONSOR - \$125 - UNLIMITED AVAILABLE**

*Benefits:* Company name on signage at tee box for golfers, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **PREMIUM HOLE SPONSOR - \$250 EA. - 8 AVAILABLE**

*Benefits:* Be on the course promoting your business! Sponsorship includes: company name on signage at tee box for golfers, opportunity to distribute promotional items and to provide refreshments at tee box for golfers, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **HOLE-IN-ONE SPONSOR - \$300 EA. - 4 AVAILABLE**

*Benefits:* Everyone dreams of hitting a hole in one. Be on the course promoting your business while each golfer gives it their best shot at achieving one of golf's greatest accomplishments! Sponsorship includes: company name on signage at tee box for golfers, opportunity to distribute promotional items, promotion in event materials and Chamber newsletter, and recognition on the golf tournament information on the Chamber website.

## **RAFFLE PRIZE SPONSOR - \$100 EA. - 15 AVAILABLE**

*Benefits:* Let us do the work for you! Make a cash donation to make sure golfers don't leave the raffle empty handed...with your help we can have great prizes! Sponsorship includes: cash donation for large raffle prizes (ex. Gift cards, iPad mini, etc.), recognition on the item your monetary donation went to purchase, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **PREFERRED RAFFLE PRIZE SPONSOR - \$150 EA. - 15 AVAILABLE**

*Benefits:* Let us do the work for you! Make a cash donation to make sure golfers don't leave the raffle empty handed...with your help we can have great prizes! Sponsorship includes: cash donation for large raffle prizes (ex. Gift cards, iPad mini, etc.), recognition on the item your monetary donation went to purchase, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **PINK BALL SPONSOR - \$450 - 1 AVAILABLE**

*Benefits:* Have a chance to personally greet each of the golfers at the registration table as they pick up their pink balls. Sponsorship includes: company name on signage at the registration desk, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **GIFT SPONSOR - \$450 - 1 AVAILABLE**

*Benefits:* Partner with the Chamber to provide each registered golfer with a great takeaway from this year's event! Sponsorship includes: company name/logo on gift along with the Chamber Classic logo, opportunity to distribute gift at the registration table, promotion in event materials, and recognition on the golf tournament information on the Chamber website.

## **GOLF AWARD SPONSOR - \$250 EA. - 1 AVAILABLE FOR TRADE-OUT**

# 2017 GOLF OPEN

*Benefits:* Promote your business by recognizing the Chamber's all-star golfer! Sponsorship includes: participation in award selection, signage on plaques; medium size logo in advertisement, program & flyers/posters, and website. Available for trade-out.

**GIFT CARD SPONSOR - \$100 EA. - 10 AVAILABLE - AVAILABLE FOR TRADE-OUT**

Provide a set of 4 gift cards valued at \$25 each that will be used as prizes for golfers during the event.

*Benefits:* Promotion in event materials and Chamber newsletter, and recognition on the golf tournament information on the Chamber website.

**GOLF REGISTRATION - \$100 EA. - 150 AVAILABLE**

*Benefits:* Register today to make sure you save your spot for this incredibly popular Chamber fundraiser! Registration fee gets you 18 holes of golf, golf cart if needed, breakfast, lunch, participation in all pin prize contests, refreshers on the 9's, pink ball and gift. Don't forget to bring your cash to participate in the incredible raffles and to participate in the on-course games for additional prizes.

# INDIANOLA YOUNG PROFESSIONALS PROGRAM

## INDIANOLA YOUNG PROFESSIONALS PROGRAM

The purpose of the Indianola Young Professionals Group (IYP) is to provide networking, professional development, community outreach, and social events tailored to the 20-30 age group. The Indianola Young professionals is a group dedicated to the education, growth and success of themselves and the community. Help lead this program as it is developed over time to engage and develop the future leaders of this community.

### **PRESENTING SPONSOR - \$500 - 1 AVAILABLE**

*Benefits:* Showcase your business, share your experience, and help develop the future leaders of this community! Exclusive program sponsorship includes name and logo on promotional materials, the opportunity to hand out marketing materials at membership drive events, and the opportunity to host one event throughout the year that support the program. Be a part of this program and support the programing and activities developed along the way!

### **PROGRAM SPONSOR - \$150 - 6 AVAILABLE (AVAILABLE FOR TRADEOUT)**

*Benefits:* Showcase your business, share your experience, and help develop the future leaders of this community! Sponsor the business/professional development speaker during one of the young professional meetings. Sponsorship includes name and logo on promotional materials, microphone time, the opportunity to hand out marketing materials at the event, and recognition on chamber website, newsletter, etc.

### **EVENT SPONSOR - \$75 -12 AVAILABLE**

*Benefits:* Showcase your business, share your experience, and help develop the future leaders of this community! Sponsor the business/professional development speaker during one of the young professional meetings. Sponsorship includes name and logo on promotional materials, the opportunity to hand out marketing materials at the event, and recognition on promotional information.

### **Membership**

\$20 Annual Membership Dues (January-December) if work for Indianola Chamber Member Business and

*Benefits:* For the membership fee, young professionals will receive coordinated networking opportunities, business contacts, professional development opportunities, and an added value social calendar.

(The young professionals will not be able to be a member of the board, sponsor events, promote their own employers/own business, or attend exclusive Indianola Area Chamber of Commerce events.)

# SIMPSON COLLEGE AND MEMBER2MEMBER DISCOUNT PROGRAMS

## SIMPSON COLLEGE AND MEMBER2MEMBER DISCOUNT PROGRAMS

### SIMPSON DISCOUNT PROGRAM

This is an incredible marketing opportunity for you to capture the business of 1,300+ individuals who call Indianola home for at least nine months of the year. This is also a great opportunity to showcase what Indianola has to offer them and to get them comfortable with our community. This opportunity is for the 2017-2018 Academic Year (July 1-June 30)

#### **PRESENTING SPONSOR - \$250 EA. - 3 AVAILABLE**

Benefits: Includes sponsor name and logo on all marketing materials, brief write-up about sponsor's business on website.

#### **MEMBER PARTICIPATION - FREE - UNLIMITED AVAILABLE**

Program participation is free! Benefits: Participation in this program costs members nothing. All you have to do is decide the discount you would like to offer Simpson students, load the deal to the online program detail, and connect with the students.

### MEMBER2MEMBER

A program available only to members to gain new customers, grow your business and proudly show and support of other Indianola Area Chamber Members! Members can promote discounts and specials on our website classified ads area ([www.Indianola.com](http://www.Indianola.com)) and other chamber members can use their M2M discount at the local participating businesses.

#### **PARTICIPATION - FREE - UNLIMITED AVAILABLE**

Program participation is free! Benefits: A great way to promote your business and show your support for the community. Offer fellow Chamber members a discount and utilize this network to grow your business!

# BUSINESS DEVELOPMENT, NETWORKING & TRAINING OPPORTUNITIES

## BUSINESS DEVELOPMENT, NETWORKING & TRAINING OPPORTUNITIES

### QUARTERLY BUSINESS DEVELOPMENT SERIES

The Chamber understands our role to provide helpful and relevant information that benefits our members. The quarterly business development series will focus on the professional and technical skills important to your business to ensure long-term success.

This is an opportunity for your business to get to know more people at events specifically designed for personal/professional development and networking! Sponsorships are available through the Elite Partner and President's Club investor opportunities.

Benefits: Includes opportunity for 5 minute presentation during program; exclusive billing with logo on program; recognition from podium and opportunity to welcome guests; top billing in event material, recognition in Chamber newsletter and event information on Chamber website ([www.indianolachamber.com](http://www.indianolachamber.com)); and opportunity to distribute marketing materials to attendees. One ticket to attend included in sponsorship. Hosted quarterly each year March, June, September and December.

**QUARTERLY BUSINESS DEVELOPMENT SPONSOR - \$250 EA. - 1 AVAILABLE EA. QTR  
March 2017, June 2017, September 2017, and December 2017**

### WAKE UP WITH THE INDIANOLA CHAMBER BENEFITS TRAINING

Don't snooze on your membership benefits! Wake up with the Chamber and learn how to maximize all of your benefits as a Chamber member. Training is 8 a.m. – 9 a.m. at the Indianola Chamber of Commerce office. Class size will be limited. Online registration will be required at [www.indianolachamber.com](http://www.indianolachamber.com).

# CONTACT INFORMATION

## CONTACT INFORMATION

Thank you for being a member of the Indianola Chamber of Commerce. We are only as strong as our members.

If you have any questions about the information in this manual, feel free to contact Brenda Easter, Executive Director at 515-961-6269 or [brenda@indianolachamber.com](mailto:brenda@indianolachamber.com).

### Company Information



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